



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Grassroots Media LLC
146 Montgomery Avenue Suite 201
BALA CYNWYD, PA 19004

Contract # 4962702

Schedule Dates 08/31/21-09/06/21
Advertiser Terry McAuliffe for Governor of Virginia-D (14151)
Agency Grassroots Media LLC (19605)
Product POLITICAL CANDIDATE (ns) (1186)
Brand EST. 621 (1607882)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 40/41/621
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments Separation: 30

Date Entered 08/30/21
Last Modified 08/30/21
Entered By Alexa Schram
CO-OP No
External # 10923911
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$10,260.00
Net Total \$58,140.00
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Sep. 2021	80	\$68,400.00
Grand Total:	80	\$68,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/31/21-09/02/21	2	:30	6:58A- ABC-Good Morning America			3	3	3				9	\$900.00	\$8,100.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21
2.0	Normal Line / SPOT	08/31/21-09/02/21	2	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM			1	1	1				3	\$1,000.00	\$3,000.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 6(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21
3.0	Normal Line / SPOT	08/31/21-09/02/21	2	:30	3:59:27P- News-7News ON YOUR SIDE at 4PM			1	1	1				3	\$350.00	\$1,050.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 4(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21
4.0	Normal Line / SPOT	08/31/21-09/02/21	2	:30	4:59:30P- News-7News ON YOUR SIDE at 5PM			2	2	2				6	\$700.00	\$4,200.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 5(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21

CONFIRMATION CONTRACT

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5.0	Normal Line / Access	08/31/21-09/02/21	2	:30	7:29:26P- Jeopardy			1	1	1				3	\$2,800.00	\$8,400.00	Washington (WJLA)	Daypart PA JEOPARDY(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21
6.0	Normal Line / Access	08/31/21-09/02/21	2	:30	6:58:46P- Wheel Of Fortune			1	1	1				3	\$1,800.00	\$5,400.00	Washington (WJLA)	Daypart PA WHEEL OF FORTUNE(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21
7.0	Normal Line / Prime	08/31/21-08/31/21	2	:30	7:57:56P- ABC-Bachelor in Paradise (Tuesday)			2						2	\$4,500.00	\$9,000.00	Washington (WJLA)	Daypart PT BACHELORETTE(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21
8.0	Normal Line / SPOT	08/31/21-09/02/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM			1	1	1				3	\$700.00	\$2,100.00	Washington (WJLA)	Daypart LN 7NEWS ON YOUR SIDE AT 11(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21
9.0	Normal Line / SPOT	08/31/21-09/02/21	2	:30	11:35P- ABC-Jimmy Kimmel			1	1	1				3	\$550.00	\$1,650.00	Washington (WJLA)	Daypart LF JIMMY KIMMEL(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21

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10.0	Revised Line / SPOT	08/31/21-09/02/21	2	:30	5A- News-7News ON YOUR SIDE at 5AM			1	1	1							Washington (WJLA)	Daypart EM 7NEWS ON YOUR SIDE AT 6AM(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav	8/30/21
10.1	End Dated Line / SPOT	08/31/21-09/01/21	2	:30	5A- News-7News ON YOUR SIDE at 5AM			1	1					2	\$500.00	\$1,000.00	Washington (WJLA)	Daypart EM 7NEWS ON YOUR SIDE AT 6AM(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav	8/30/21
11.0	Normal Line / SPOT	08/31/21-09/02/21	2	:30	5A- News-7News ON YOUR SIDE at 5AM			1	1	1				3	\$250.00	\$750.00	Washington (WJLA)	Daypart EM 7NEWS ON YOUR SIDE AT 5AM(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav	8/30/21
12.0	Normal Line / SPOT	08/31/21-09/02/21	2	:30	10A- Rachael Ray			1	1	1				3	\$250.00	\$750.00	Washington (WJLA)	Daypart DT RACHEL RAY(Agency)-LPMay/2021LS adj. LPJul/2020LS (pav	8/30/21

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13.0	Normal Line / SPOT	08/31/21-09/02/21	2	:30	11:59:56A- News-7News ON YOUR SIDE at Noon			1	1	1				3	\$400.00	\$1,200.00	Washington (WJLA)	Daypart DT 7NEWS ON YOUR SIDE AT NOON(Agency) -LPMay/2021LS adj. LPJul/2020LS (pa	8/30/21
14.0	Normal Line / SPOT	08/31/21-09/02/21	2	:30	9A- Live with Kelly			1	1	1				3	\$350.00	\$1,050.00	Washington (WJLA)	Daypart DT LIVE W/ KELLY & RYAN(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav	8/30/21
15.0	Normal Line / SPOT	08/31/21-09/02/21	2	:30	10:58:25A- ABC-The View			1	1	1				3	\$600.00	\$1,800.00	Washington (WJLA)	Daypart DT THE VIEW(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav	8/30/21
16.0	Normal Line / SPOT	08/31/21-09/02/21	2	:30	2P- ABC-General Hospital			1	1	1				3	\$500.00	\$1,500.00	Washington (WJLA)	Daypart DT GENERAL HOSPITAL(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav	8/30/21
17.0	Normal Line / SPOT	08/31/21-09/02/21	2	:30	12:57:56P- ABC-GMA3: What You Need to Know			1	1	1				3	\$300.00	\$900.00	Washington (WJLA)	Daypart DT GMA3: NEED TO KNOW(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav	8/30/21

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18.0	Normal Line / SPOT	09/03/21-09/03/21	3	:30	6:58A- ABC-Good Morning America						3			3	\$900.00	\$2,700.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21
19.0	Normal Line / SPOT	09/06/21-09/06/21	3	:30	6:58A- ABC-Good Morning America		1							1	\$900.00	\$900.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21
20.0	Revised Line / SPOT	09/03/21-09/03/21	3	:30	5A- News-7News ON YOUR SIDE at 5AM						1						Washington (WJLA)	Daypart EM 7NEWS ON YOUR SIDE AT 6AM(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21
20.1	Normal Line / SPOT	09/03/21-09/03/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM						1			1	\$500.00	\$500.00	Washington (WJLA)	Daypart EM 7NEWS ON YOUR SIDE AT 6AM(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21

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21.0	Revised Line / SPOT	09/03/21-09/03/21	3	:30	5A- News-7News ON YOUR SIDE at 5AM						1						Washington (WJLA)	Daypart EM 7NEWS ON YOUR SIDE AT 5AM(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav	8/30/21
21.1	Normal Line / SPOT	09/03/21-09/03/21	2	:30	5A- News-7News ON YOUR SIDE at 5AM						1			1	\$250.00	\$250.00	Washington (WJLA)	Daypart EM 7NEWS ON YOUR SIDE AT 5AM(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav	8/30/21
22.0	Normal Line / SPOT	09/03/21-09/03/21	3	:30	10A- Rachael Ray						1			1	\$250.00	\$250.00	Washington (WJLA)	Daypart DT RACHEL RAY(Agency)-LPMay/2021LS adj. LPJul/2020LS (pav	8/30/21
23.0	Revised Line / SPOT	09/03/21-09/03/21	3	:30	11:59:56A- News-7News ON YOUR SIDE at Noon						1						Washington (WJLA)	Daypart DT 7NEWS ON YOUR SIDE AT NOON(Agency) -LPMay/2021LS adj. LPJul/2020LS (pa	8/30/21

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23.1	Normal Line / SPOT	09/03/21-09/03/21	2	:30	11:59:56A- News-7News ON YOUR SIDE at Noon						1			1	\$400.00	\$400.00	Washington (WJLA)	Daypart DT 7NEWS ON YOUR SIDE AT NOON(Agency) -LPMay/2021LS adj. LPJul/2020LS (pa	8/30/21
24.0	Revised Line / SPOT	09/03/21-09/03/21	3	:30	9A- Live with Kelly						1						Washington (WJLA)	Daypart DT LIVE W/ KELLY & RYAN(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21
24.1	Normal Line / SPOT	09/03/21-09/03/21	2	:30	9A- Live with Kelly						1			1	\$350.00	\$350.00	Washington (WJLA)	Daypart DT LIVE W/ KELLY & RYAN(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21
25.0	Normal Line / SPOT	09/03/21-09/03/21	2	:30	10:58:25A- ABC-The View						1			1	\$600.00	\$600.00	Washington (WJLA)	Daypart DT THE VIEW(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21
26.0	Revised Line / SPOT	09/03/21-09/03/21	3	:30	2P- ABC-General Hospital						1						Washington (WJLA)	Daypart DT GENERAL HOSPITAL(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21

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Grand Total:	80	\$68,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
29.0	Revised Line / SPOT	09/03/21-09/03/21	3	:30	3:59:27P- News-7News ON YOUR SIDE at 4PM						1						Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 4(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21
29.1	Normal Line / SPOT	09/03/21-09/03/21	2	:30	3:59:27P- News-7News ON YOUR SIDE at 4PM						1			1	\$350.00	\$350.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 4(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21
30.0	Revised Line / SPOT	09/03/21-09/03/21	3	:30	4:59:30P- News-7News ON YOUR SIDE at 5PM						2						Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 5(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21
30.1	Normal Line / SPOT	09/03/21-09/03/21	2	:30	4:59:30P- News-7News ON YOUR SIDE at 5PM						2			2	\$700.00	\$1,400.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 5(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21
31.0	Revised Line / Access	09/03/21-09/03/21	3	:30	7:29:26P- Jeopardy						1						Washington (WJLA)	Daypart PA JEOPARDY(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Grassroots Media LLC
146 Montgomery Avenue Suite 201
BALA CYNWYD, PA 19004

Contract # 4962702

Schedule Dates 08/31/21-09/06/21
Advertiser Terry McAuliffe for Governor of Virginia-D (14151)
Agency Grassroots Media LLC (19605)
Product POLITICAL CANDIDATE (ns) (1186)
Brand EST. 621 (1607882)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 40/41/621
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments Separation: 30

Date Entered 08/30/21
Last Modified 08/30/21
Entered By Alexa Schram
CO-OP No
External # 10923911
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$10,260.00
Net Total \$58,140.00
Sales Tax

Washington (WJLA)

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
31.1	Normal Line / Access	09/03/21-09/03/21	2	:30	7:29:26P- Jeopardy						1			1	\$2,800.00	\$2,800.00	Washington (WJLA)	Daypart PA JEOPARDY(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21
32.0	Revised Line / Access	09/03/21-09/03/21	3	:30	6:58:46P- Wheel Of Fortune						1						Washington (WJLA)	Daypart PA WHEEL OF FORTUNE(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21
32.1	Normal Line / Access	09/03/21-09/03/21	2	:30	6:58:46P- Wheel Of Fortune						1			1	\$1,800.00	\$1,800.00	Washington (WJLA)	Daypart PA WHEEL OF FORTUNE(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21
33.0	Revised Line / SPOT	09/03/21-09/03/21	3	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM						1						Washington (WJLA)	Daypart LN 7NEWS ON YOUR SIDE AT 11(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21
33.1	Normal Line / SPOT	09/03/21-09/03/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM						1			1	\$700.00	\$700.00	Washington (WJLA)	Daypart LN 7NEWS ON YOUR SIDE AT 11(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21

CONFIRMATION CONTRACT

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34.0	Revised Line / SPOT	09/06/21-09/06/21	3	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM		1										Washington (WJLA)	Daypart LN 7NEWS ON YOUR SIDE AT 11(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21
34.1	Normal Line / SPOT	09/06/21-09/06/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM		1							1	\$700.00	\$700.00	Washington (WJLA)	Daypart LN 7NEWS ON YOUR SIDE AT 11(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21
35.0	Revised Line / SPOT	09/03/21-09/03/21	3	:30	11:35P- ABC-Jimmy Kimmel						1						Washington (WJLA)	Daypart LF JIMMY KIMMEL(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21
35.1	Normal Line / SPOT	09/03/21-09/03/21	2	:30	11:35P- ABC-Jimmy Kimmel						1			1	\$550.00	\$550.00	Washington (WJLA)	Daypart LF JIMMY KIMMEL(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21
36.0	Normal Line / SPOT	09/02/21-09/02/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM					1				1	\$500.00	\$500.00	Washington (WJLA)	Daypart EM 7NEWS ON YOUR SIDE AT 6AM(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/30/21

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

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CONFIRMATION CONTRACT

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